

Price Promotion Mailer Program

Shop Rite



51842 8937

Price Promotion Mailer Program Shop Rite

Objectives

- Increase store (order clerk) awareness of "buy down"
- Ensure adequate stock levels on promoted Brands
- Increase share and volume on Winston, Doral and Worth

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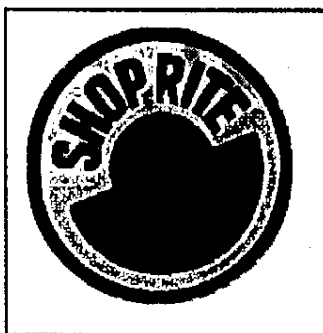
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Action Steps

- Develop mail "piece" to communicate
 - *Program*
 - *Brands*
 - *Timing*
 - *Encourage stores to make signage and order additional product*
- ROU places order for shipping labels based on SIS Master List
- ROU mails announcement to all Shop Rite Stores 2 weeks prior to Program
 - *Announcement also mailed to each Shop Rite Chain Headquarter Point*

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Winston



Doral

Worth

March Plus Plus Program Announcement

Winston → \$ 2.50 off per carton

Doral → \$ 2.50 off per carton

Worth → \$ 2.50 off per carton

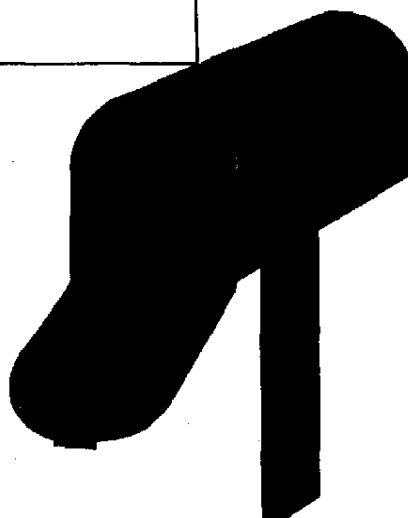
March 22-April 25

- Order extra product to meet your customers' demands today!!!
- Make sure that signs are placed to let your customers know how much they will save using their Price Plus Card

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Attention: Cigarette
Order Clerk

Sitar Shop Rite
233 Main Street
Carteret, NJ 07098



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Results

- Store surveys indicated that the mailer was received, read and found useful by order clerks.
- Inventories in stores surveyed were adequate.
- Share increases during Program Period
 - Winston + 1.89%
 - Doral + .78%
 - Worth + .35%

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